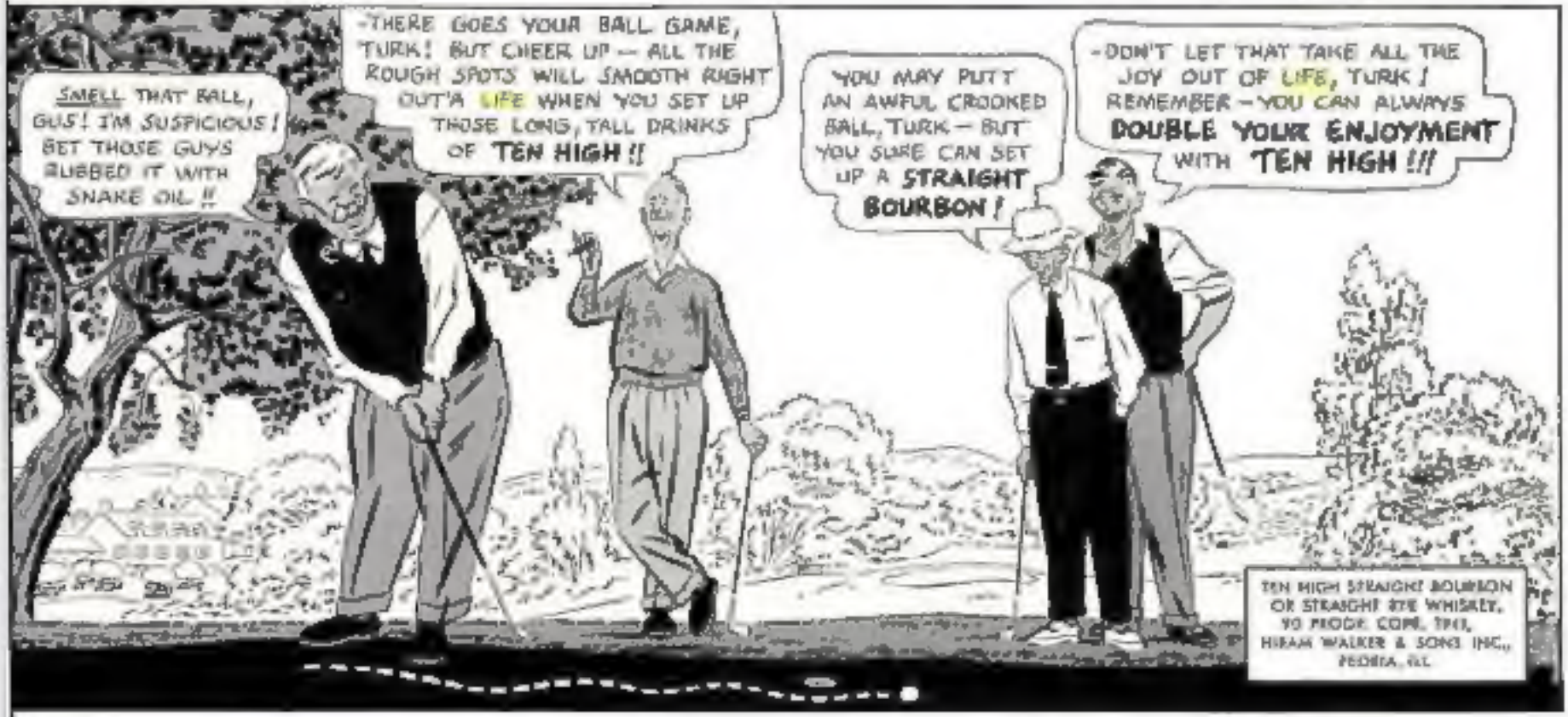
"THE RIBBERS"

by Sakren

GOTTA MAKE THE NEXT ONE GOOD EDDIE — OR WE SET UP A ROUND OF SMOOTH TEN HIGH!
HE'S GOT NO MORE CHANCE OF WRAPPING THE PRETZEL AROUND THE PIN THAN HE HAS OF FINDING A BETTER DRINK THAN TEN HIGH STRAIGHT BOURBON!
PUT A HOOK ON IT, HERMAN! WE'LL DOUBLE OUR ENJOYMENT IF WE TRIM THESE TURKEYS!
HE'S EITHER GOT TO THROW A RINGER NEXT TIME — OR THROW A PARTY!
90 PROOF. HIRAM WALKER & SONS INC., PEORIA, ILL.

"THE RIBBERS" by Nat Sickler

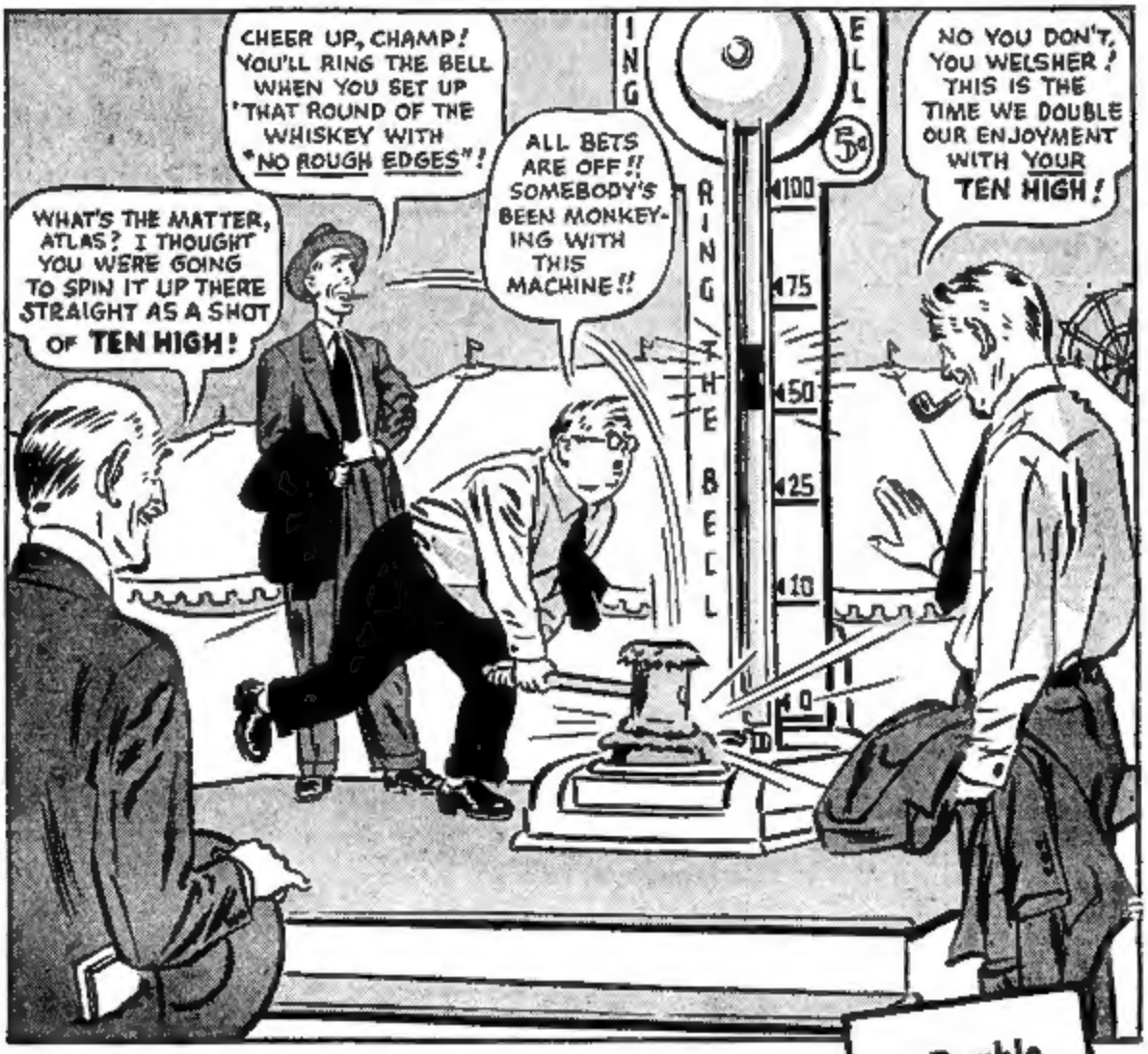

SMELL THAT BALL, GUS! I'M SUSPICIOUS! BET THOSE GUYS RUBBED IT WITH SNAKE OIL !!
-THERE GOES YOUR BALL GAME, TURK! BUT CHEER UP — ALL THE ROUGH SPOTS WILL SMOOTH RIGHT OUT'A LIFE WHEN YOU SET UP THOSE LONG, TALL DRINKS OF TEN HIGH !!
YOU MAY PUTT AN AWFUL CROOKED BALL, TURK — BUT YOU SURE CAN SET UP A STRAIGHT BOURBON !
-DON'T LET THAT TAKE ALL THE JOY OUT OF LIFE, TURK ! REMEMBER - YOU CAN ALWAYS DOUBLE YOUR ENJOYMENT WITH TEN HIGH !!!
TEN HIGH STRAIGHT BOURBON OR STRAIGHT RYE WHISKEY, 90 PROOF. COPR. 1961, HIRAM WALKER & SONS INC., PEORIA, ILL.

"THE RIDDERS"

by Hal Ridder

WATCH THE BULL'S EYE, BOYS! SOMETHING TELLS ME THIS DATE'S GOING TO HIT THE SPOT LIKE A DRINK OF SMOOTH TEN HIGH!
DON'T BE TOO SURE! THAT LAST PITCH HAD A CURVE LIKE A CONEYLACHER'S LEGS. I WOULDN'T BE INTERESTED IN THIS LEAGUE IF IT DIDN'T PAY OFF IN THAT STRAIGHT BOURBON
IF HE MISSES AGAIN HE UNCORKS A ROUND OF THE HARMLESS WHISKEY WITH "NO BOURBON EDGE!"
TOSS IN A WINNER, SAM —THEN THESE GROANERS HAVE TO DOUBLE OUR ENJOYMENT WITH A TREAT OF SMOOTH TEN HIGH!

"THE RIBBERS" by Neal Sickler


CHEER UP, CHAMP! YOU'LL RING THE BELL WHEN YOU SET UP THAT ROUND OF THE WHISKEY WITH "NO ROUGH EDGES"!
WHAT'S THE MATTER, ATLAS? I THOUGHT YOU WERE GOING TO SPIN IT UP THERE STRAIGHT AS A SHOT OF TEN HIGH!
ALL BETS ARE OFF!! SOMEBODY'S BEEN MONKEYING WITH THIS MACHINE!!
NO YOU DON'T, YOU WELSHER! THIS IS THE TIME WE DOUBLE OUR ENJOYMENT WITH YOUR TEN HIGH!
RING THE BELL
100
175
150
125
10
0

You hit the gong for a round of praise every time you pour the drinks with TEN HIGH. This *straight whiskey* has a delicious lightness of body you do not expect in so rich a bourbon. Its wonderful smoothness comes from scientific control in the world's largest distillery. Try TEN HIGH all ways—in highball, cocktail, or neat—and experience the DOUBLE ENJOYMENT that has made it the favorite in so many homes and at so many bars. Ask for TEN HIGH today.

Double Your Enjoyment With Ten High!

TEN HIGH

THE WHISKEY WITH "NO ROUGH EDGES"

STRAIGHT BOURBON WHISKEY • 90 PROOF

Copr. 1941 HIRAM WALKER & SONS INC., PEORIA, ILLINOIS

"THE RIBBERS"
by Nat Sichler
IF MY ARM WASN'T STIFF, I'D SHOW YOU BIRDS HOW I USED TO BURN 'EM OVER THE PLATE AT COLLEGE!
I KNEW HE'D PULL THAT NEURITIS GAG! BUT JUST WATCH HIM BEND AN ELBOW WHEN THE TEN HIGH COMES AROUND!
HIT THE CLOWN
WHO'S THE CLOWN HERE, ME OR HIM?
LET'S GO, SMOKEY! CAN'T YOU SEE YOU'VE HAD ENOUGH? YOU ALREADY OWE US A SET-UP — AND IT'S GOING TO BE THE WHISKEY WITH "NO ROUGH EDGES"!
5¢
WATCHING HIM MISS WOULD GET MONOTONOUS IF HE DIDN'T HAVE TO DOUBLE OUR ENJOYMENT WITH THAT SMOOTH STRAIGHT BOURBON!

You toss in a winner every time when you pour the drinks with TEN HIGH. This *straight whiskey* has a delicious lightness of body you do not expect in so rich a bourbon. Its wonderful smoothness comes from scientific control in the world's largest distillery. Try TEN HIGH all ways—in highball, cocktail, or neat—and experience the DOUBLE ENJOYMENT that has made it a favorite in so many homes and at so many bars. Ask for TEN HIGH today.

PINT
$1.45

QUART
$2.85

TEN HIGH

THE WHISKEY WITH "NO ROUGH EDGES"

STRAIGHT BOURBON WHISKEY • 86 PROOF

Copr. 1941
HIRAM WALKER
& SONS INC.,
PEORIA, ILLINOIS

"THE RIBBERS"
MISTER RIGGS PROPOSES WE DRAW UP A RESOLUTION MARKING THE BIRTHDAY OF THE CLUB.
RESOLUTIONS BE HANGED! LET'S TOAST THE OCCASION WITH SWELL OLD "BONUS YEAR" TEN HIGH!
DOWN WITH RIGGS AND RESOLUTIONS! LET'S ADJOURN FOR A ROUND OF THE WHISKEY WITH "NO ROUGH EDGES" RIGHT NOW!
SECOND THE SECOND MOTION! GOSH, THE FLAVOR-PLUS TEN HIGH'S GOT SINCE THEY ADDED THE EXTRA BIRTHDAY TO IT!

Now taste the "bonus year" TEN HIGH

Like rich, red-glowing raspberries

RIPENED JUST RIGHT—

year after year, after year, after year

This whiskey is 4 years old...

Double Your Enjoyment With Ten High!

More and more today people sing the praises of TEN HIGH. Small wonder!

We've "plussed" this famous whiskey. We've added an extra birthday to it. We've given it a rich bonus of extra flavor, extra mellowness.

Now it's here! The *"bonus year"* TEN HIGH—a whiskey so "super" *in every way* that you'll doubt your palate the first time you taste it! Yes, now more than ever, you'll find *Double Your Enjoyment* in the whiskey with *no rough edges*.

Straight Bourbon Whiskey. 86 proof. Copr. 1942, Hiram Walker & Sons Inc., Peoria, Illinois.

THE WHISKEY WITH "NO ROUGH EDGES"

"THE RIBBERS" by Westcott

STAND BACK, BOYS, AND WATCH THIS BIRD GO HOME TO ROOST. WHEN IT'S TALL ONES OF TEN HIGH AT STAKE THIS OLD HAND NEVER MISSES!
WHEN THAT HACKER PITCHES 'EM THEY CURVE LIKE A COWPUNCHER'S LEGS. IF HE DIDN'T PAY OFF WITH THAT SMOOTH STRAIGHT BOURBON I WOULDN'T RISK PLAYING IN THIS LEAGUE.
IF HE MISSES THE CORK AGAIN HE UNCORKS A ROUND OF THE BOURBON WITH "NO ROUGH EDGES."
NAIL ONE IN THE BLUE, BUTCH, AND WE'LL TAKE THIS GAME ON THE DOUBLE-SCORE. THEN THESE BABIES CAN DOUBLE OUR ENJOYMENT WITH TEN HIGH!

You'll hit the old taste-spot every time when you serve 'em up with TEN HIGH. This rich, all-bourbon makes a perfect score all ways—in highball, cocktail, or "neat"! Thousands of men say TEN HIGH is so straight and smooth there's not a "rough edge" in a barrelful. And, Mister, it's "easy-to-take" price Doubles Your Enjoyment when you ask for TEN HIGH!

TEN HIGH
STRAIGHT BOURBON

Double Your Enjoyment With Ten High!

THE WHISKEY WITH "NO ROUGH EDGES"

STRAIGHT BOURBON WHISKEY • 86 PROOF

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PEORIA, ILLINOIS